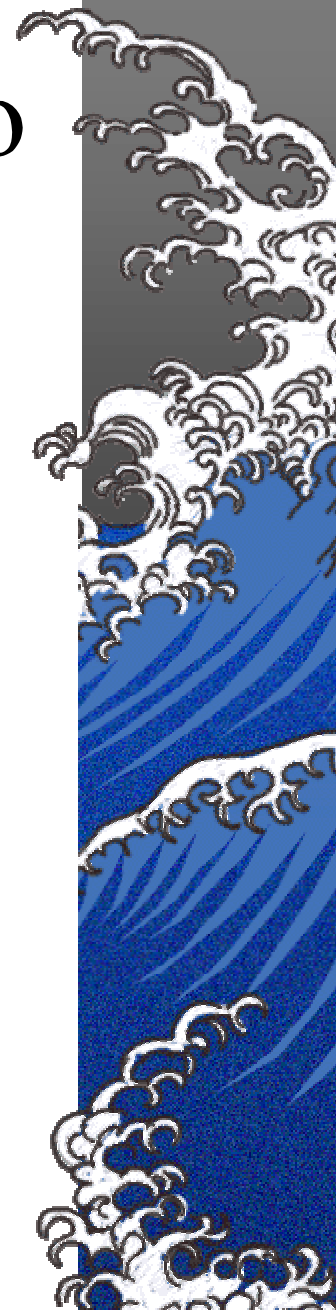


Community Outreach Related to City of Milwaukee Public Beaches

*Water Quality Advisories and
Pollution Prevention*

City of Milwaukee Health Department



Public Beaches in Milwaukee

▲ *Bradford Beach*

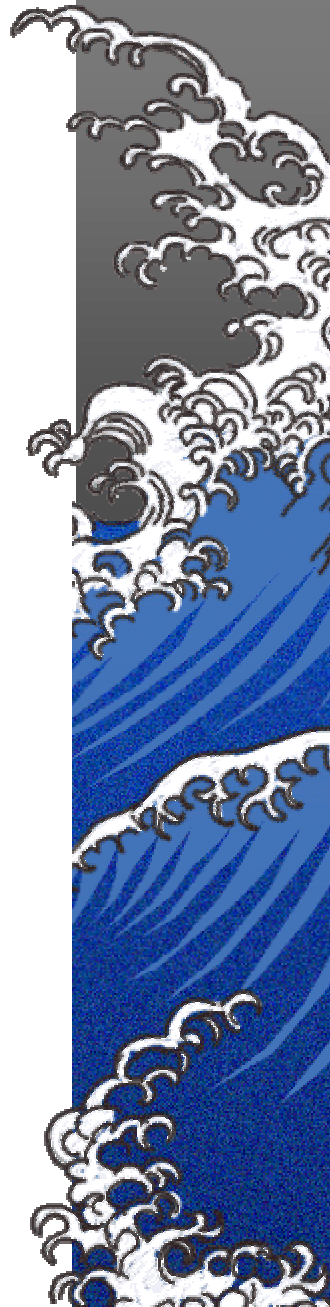
- ▲ *Northernmost, largest, most popular*
- ▲ *Near several storm sewer outfalls*

▲ *McKinley Beach*

- ▲ *Small, shallow*
- ▲ *Just north of McKinley Marina*

▲ *South Shore Beach*

- ▲ *South of the river confluence/Milwaukee Harbor*
- ▲ *Adjacent to South Shore Yacht Club and sheltered by a breakwall*



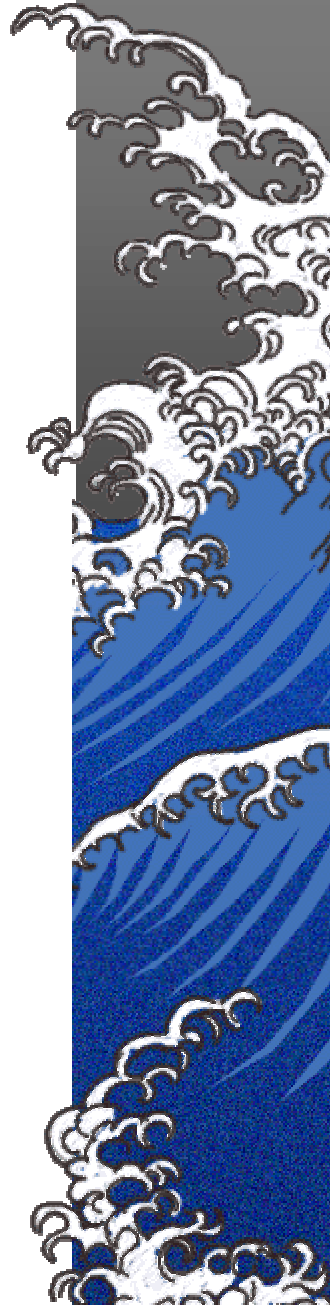


South Shore Beach

7:20:09 18-SEP-2000

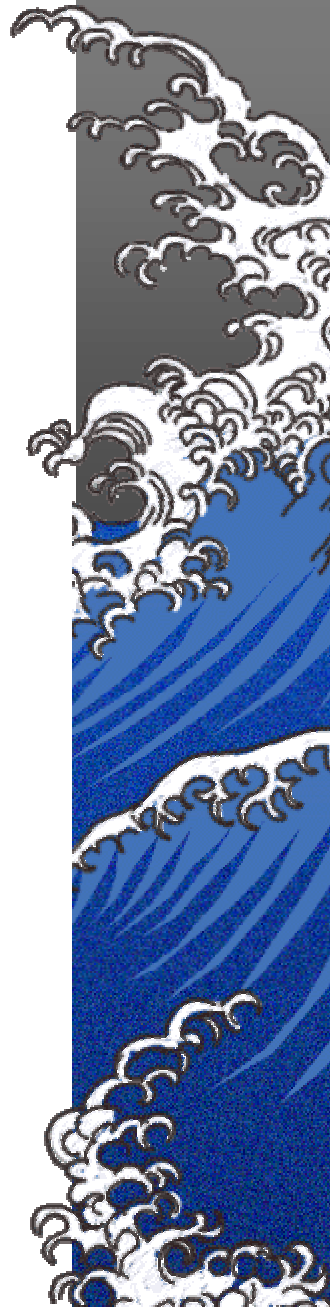


1998 EMPACT Grant recipient
for project entitled
*Community Recreational
Water Risk Assessment and
Public Outreach*



Advisory Outreach Methods

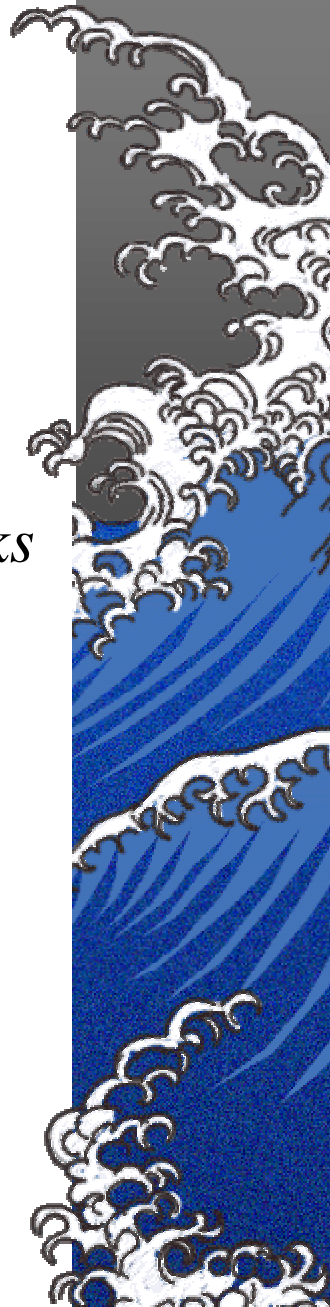
- ▲ *Signs at the beaches*
- ▲ *Website and telephone hotline*
- ▲ *Postcards, factsheets,*
- ▲ *Mailing to neighborhood groups*
- ▲ *Transit signs*
- ▲ *Local media*



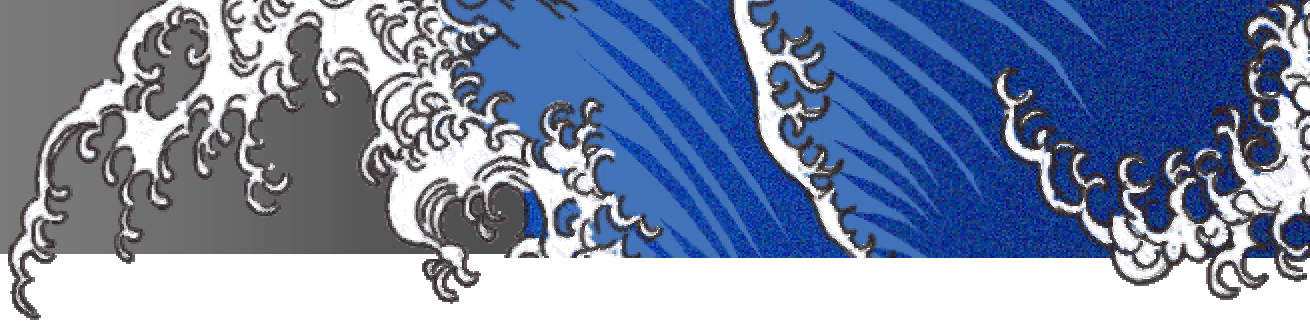
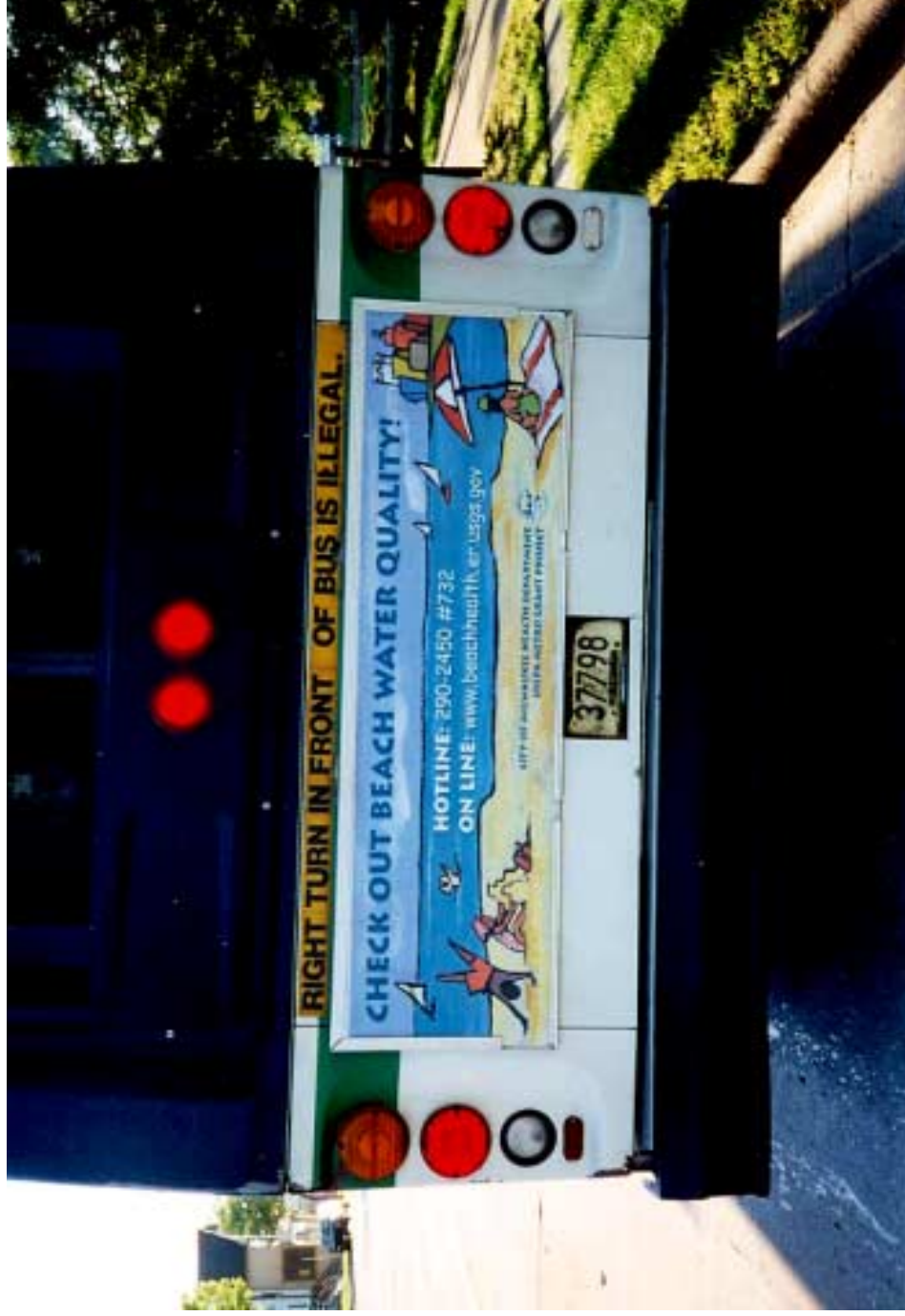
Water Quality Advisory Signs at the Beaches



- ▲ *Posted daily*
- ▲ *In cooperation with Milwaukee County Parks*
- ▲ *On all of the lifeguard stands at all three beaches*
- ▲ *Contain pollution prevention information*



Transit Signs



Project Postcards



MILWAUKEE
BEACH
WATER QUALITY

CHECK FOR DAILY UPDATES!

Hotline: (414) 290-2450, #732
en Español, #739

Website: www.beachhealth.er.usgs.gov
Also includes a live image, site maps, plus much more
(English/Español)

Advisory Signs at the beaches

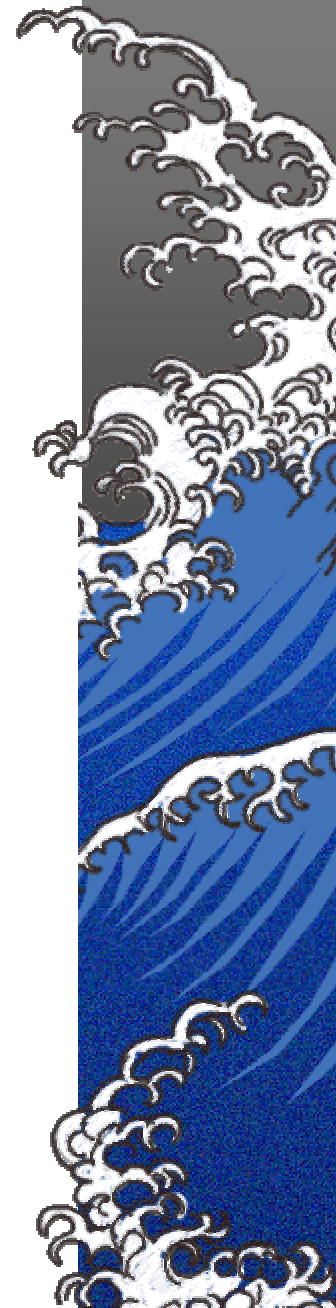
City of Milwaukee
Health Department,
USEPA
Metro Grant Project

For more information OR IF INTERESTED IN VOLUNTEER MONITORING,
call the City of Milwaukee Health Department • (414) 286-3674 • TDD (414) 286-2025

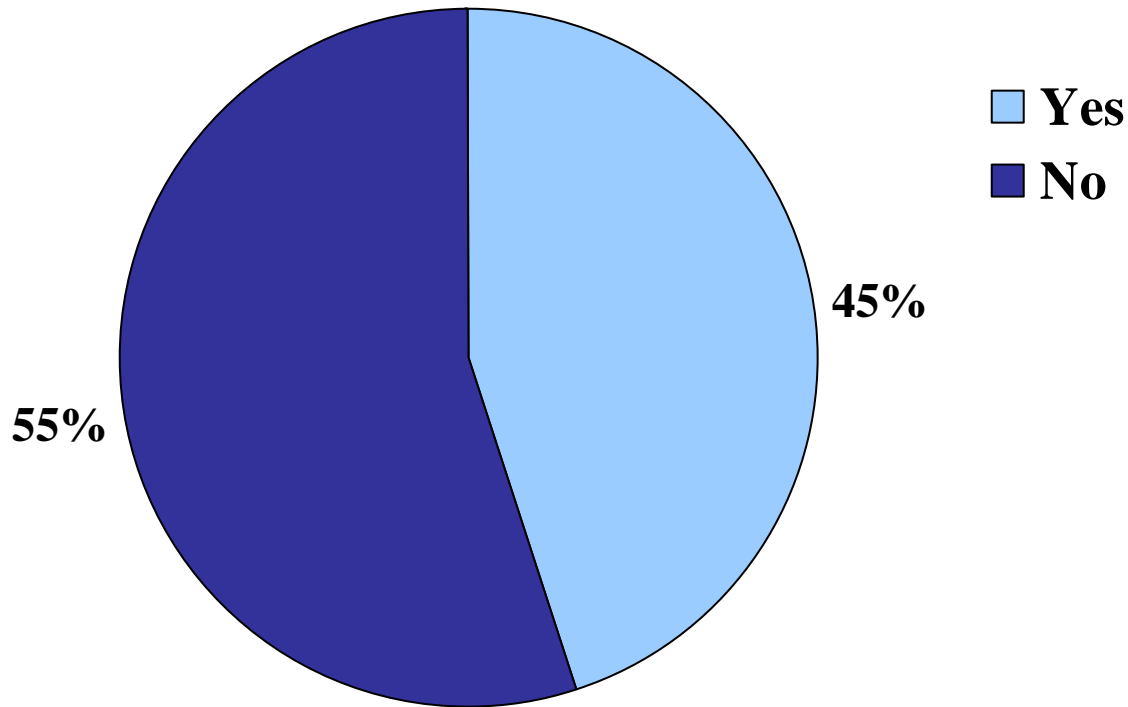
Health Department Graphics Section 2/00

Outreach Method Assessment

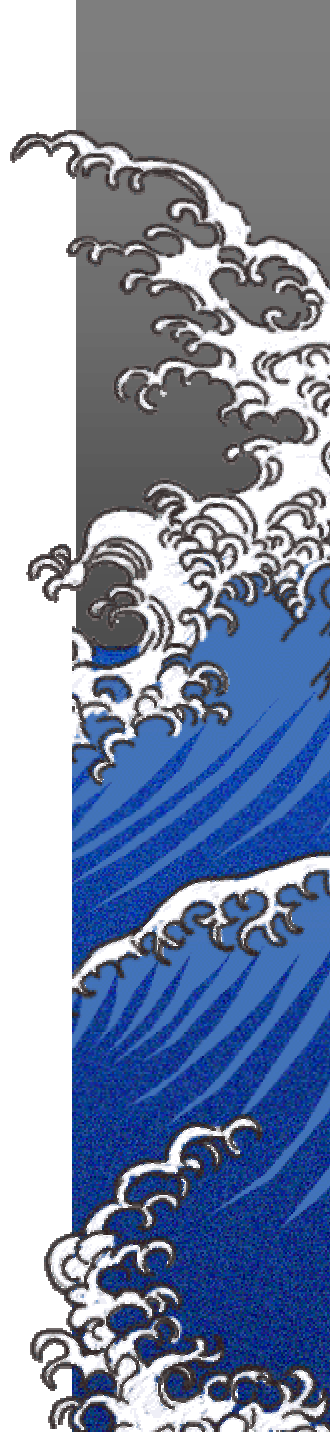
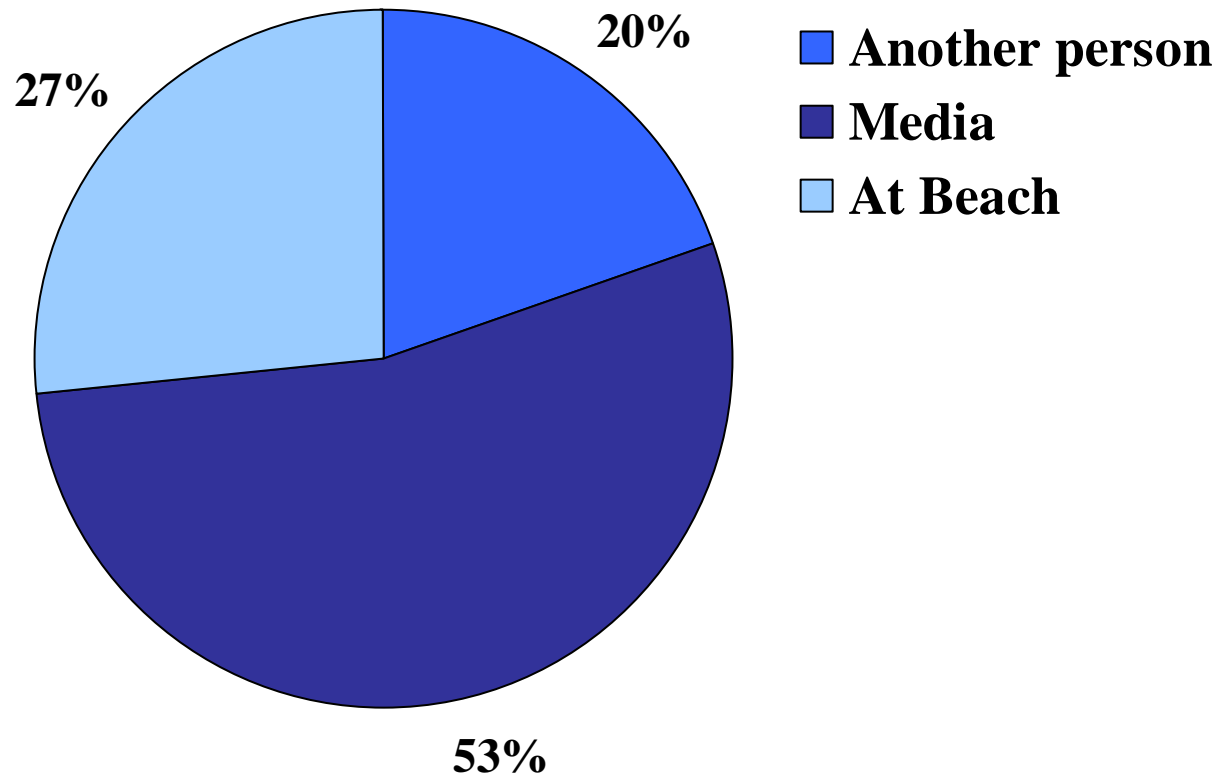
- ▲ *Website counter*
- ▲ *E-mail feedback*
- ▲ *Hotline use statistics*
- ▲ *Beachgoer survey results...*



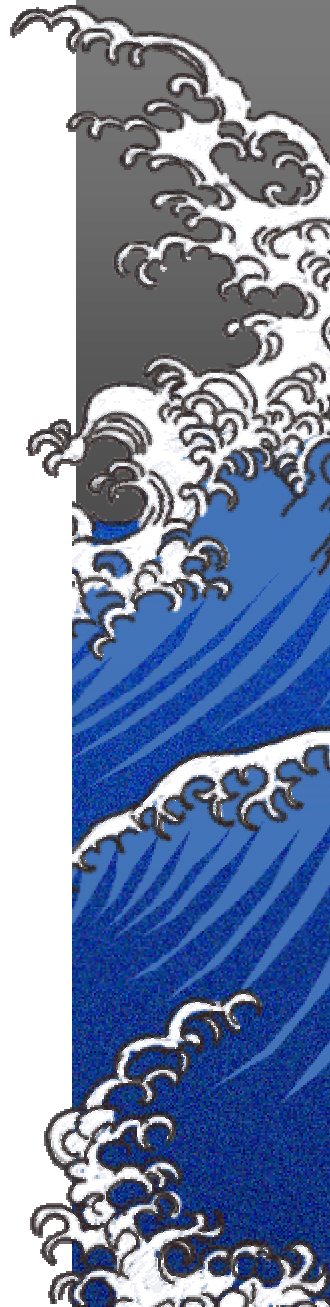
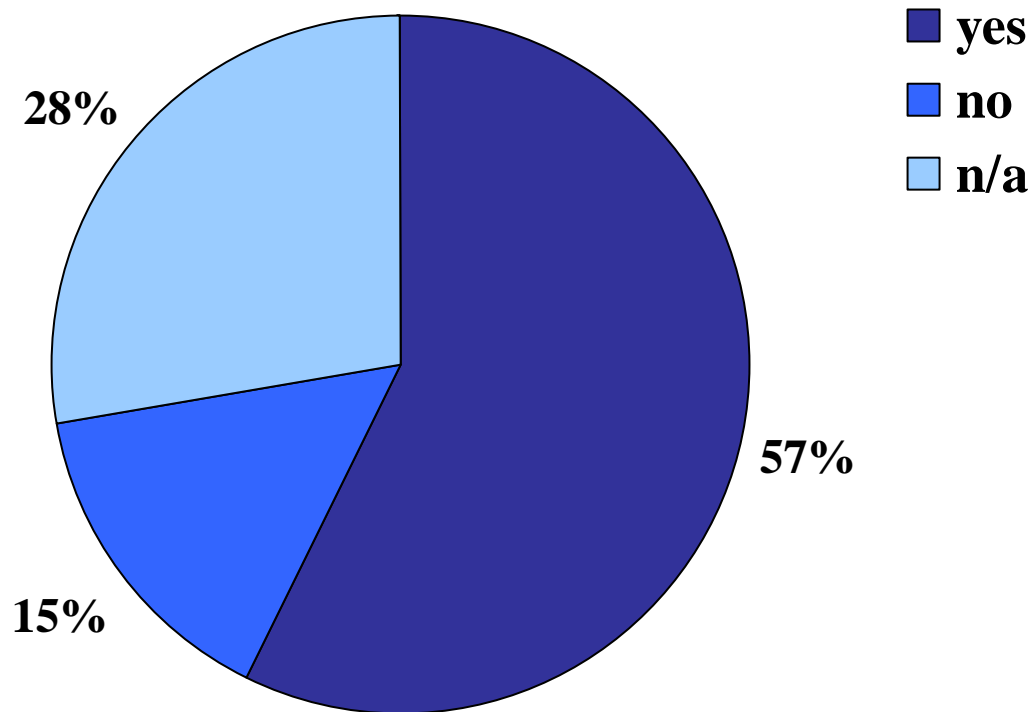
Beachgoer Knowledge of Water Quality Advisories



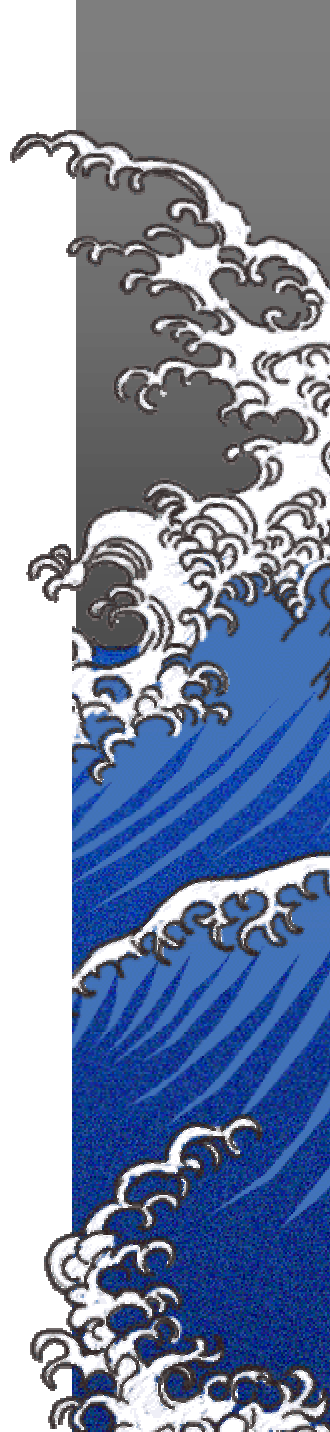
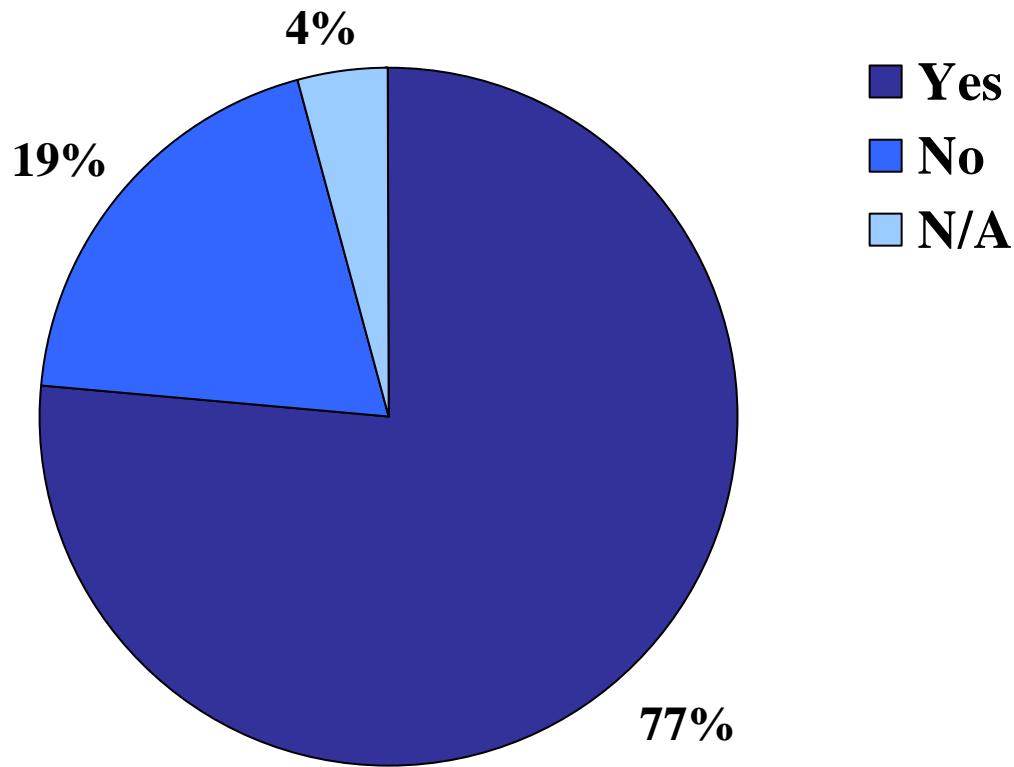
Sources of Information for Water Quality Advisories



Beachgoers Affected by Water Quality Advisories



Internet Access of Beachgoers

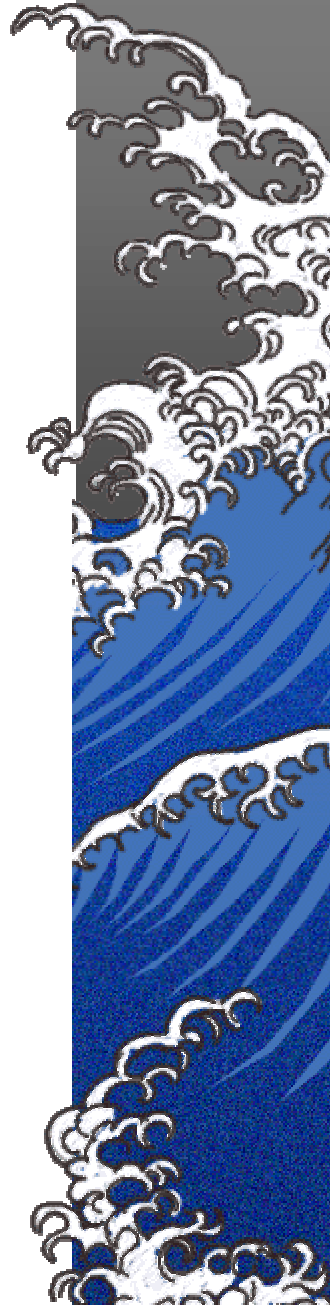


Volunteer Monitoring



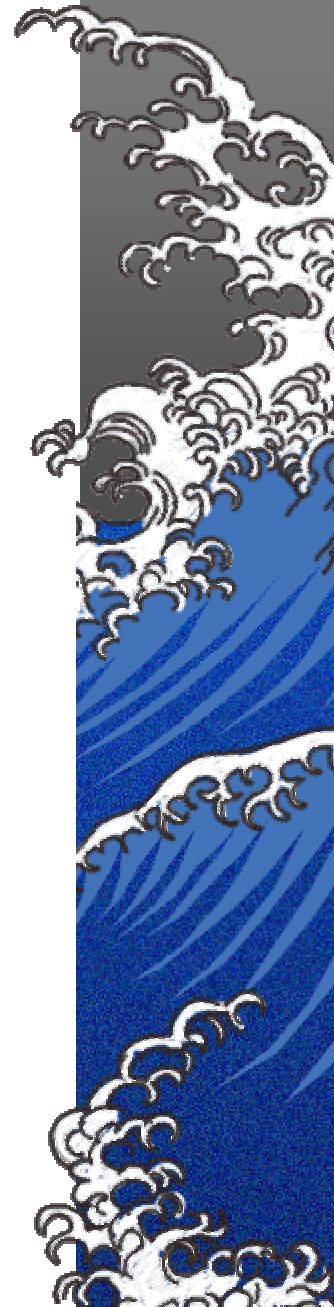
Outreach to Public Schools

- ✦ *Worked with environmental education groups on a 3-step program*
 1. *Water properties curriculum to interested teachers*
 2. *Visited classrooms for watershed workshops*
 3. *Field trip to the beaches for cleanup event*



SE Wisconsin Beach Task Force

- ▶ *Partnerships expanded*
- ▶ *Research into causes of contamination*
- ▶ *Public meetings with local legislators*
- ▶ *Continuation of EMPACT website and other activities...*



PARTNERS

- ▲ *Various City Departments (Milwaukee and Racine)*
- ▲ *MMSD*
- ▲ *Milwaukee County*
- ▲ *State of Wisconsin DNR*
- ▲ *University of Wisconsin*
- ▲ *Citizens for a Better Environment*
- ▲ *United States Geological Survey*
- ▲ *Riverside Urban Ecology Center*
- ▲ *KOBO*
- ▲ *Root River 2000*
- ▲ *Riverbend Nature Center*
- ▲ *Wisconsin Lake Schooner*
- ▲ *KGMB*
- ▲ *Schlitz Audubon*
- ▲ *16th Street CHC*
- ▲ *YMCA*
- ▲ *Others (Beach Sweep participants, schools, etc.)*

